

Message Text

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FM AMEMBASSY KHARTOUM

TO SECSTATE WASHDC 500

INFO AMEMBASSY CAIRO

AMEMBASSY KUWAIT

UNCLAS KHARTOUM 2335

E.O. 11652: N/A

TAGS: BTIO, SU

SUBJECT: SPECIAL TRADE OPPORTUNITY: CITRUS (ORANGES), RECEIVING,
GRADING, PRESERVING AND PACKING PLANT FOR NEW COMBINED
EGYPTIAN/KUWAITI FRUIT COMPANY, CAIRO

1. EMBASSY HAS BEEN APPROACHED BY LABIB ISA, MANAGING DIRECTOR, SUDANESE/KUWAITI PACKAGING COMPANY, KHARTOUM, FOR ASSISTANCE IN OBTAINING INFORMATION, CATALOGS AND SPECIFICATIONS FROM US SUPPLIERS TO HELP BUILD AND EQUIP COMPANY PLANT TO BE ESTABLISHED IN PRIVATE SECTOR WITHIN NEAR FUTURE. (IT IS ANTICIPATED THAT ISA WILL BECOME MANAGING DIRECTOR OF NEW COMPANY TO BE HEADQUARTERED CAIRO.) INITIAL COMPANY CAPITAL ESTIMATED \$3 MILLION WITH 60 PERCENT SHARES OWNED BY KUWAIT AND 40 PERCENT BY EGYPTIAN INTERESTS.

2. NEW EGYPTIAN PRIVATE INVESTMENT LAW (SEPT 75) REPORTEDLY PERMITS AND ENCOURAGES PRIVATE PARTICIPATION IN CITRUS INDUSTRY WHICH EXPORTED IN 1974 150,000 TONS OF ORANGES PRINCIPALLY TO USSR AT VERY LOW PRICES THROUGH PUBLIC GENERAL CORPORATION FOR EXPORT OF FRUITS. PRIVATE EGYPTIAN/KUWAITI FRUIT CO. SEEKS TO ENTER ORANGE PROCESSING AND MARKETING FIELD WITH MODERN FACILITIES AND MANAGEMENT TO EXPAND EXPORTS THROUGHOUT MIDDLE EAST, IRAN AND WESTERN EUROPE. THREE-FOLD OPERATION ENVISAGED (1) RECEIVE, GRADE, WASH, PRESERVE (WITH WAX COATING) AND PACKAGE FRESH ORANGES FOR EXPORT AND DOMESTIC MARKET (FOR WHICH US COMPANY PARTICIPATION DESIRED); (2) MANUFACTURE CORRUGATED CONTAINERS FOR EXPORT AND DO-
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MESTIC MARKETS (WHICH ADEQUATELY COVERED BY KUWAITI COMPANY);

AND (3) CANNING OF ORANGE JUICE FOR EXPORT AND DOMESTIC MARKETS (FOR WHICH US COMPANY PARTICIPATION DESIRED). ORANGE PROCESSING OPERATION WOULD EXTEND OVER FIVE MONTH PERIOD (NOVEMBER THROUGH MARCH) ANNUALLY. EGYPTIAN/KUWAITI FRUIT COMPANY ALSO INTERESTED IN EXPANSION CAPACITY TO HANDLE ADDITIONAL FRUIT CROPS TO SUPPLEMENT PRINCIPAL ORANGE LINE.

3. NEW EGYPTIAN/KUWAITI FRUIT COMPANY SEEKS TO BUILD AND EQUIP PLANT TO HANDLE 150-200 TONS OF ORANGES/DAY LOCATED IN CENTER EGYPTIAN DELTA 45KM NORTH OF CAIRO ON CAIRO/ALEXANDRIA HIGHWAY. IN ORDER PROCEED WITH FEASIBILITY STUDY ISA WOULD LIKE TO MAKE CONTACTS WITH US FIRMS INTERESTED IN PARTICIPATION CONSTRUCTION PLANT AND SUPPLYING MACHINERY AND EQUIPMENT FOR RECEIVING AT PLANT, GRADING, WASHING, WAXING, FRESH ORANGES AS WELL AS PROCESSING AND CANNING ORANGE JUICE FOR MARKET. PLANS AND SPECIFICATIONS FOR PLANT, PROCESSING AND EQUIPMENT URGENTLY REQUIRED AS WELL AS ESTIMATED COSTS, TERMS AND TIME OF DELIVERY CIF ALEXANDRIA. FOR FURTHER DETAILS INTERESTED U.S. FIRMS SHOULD CONTACT SOONEST:

MR. LABIB ISA, MANAGING DIRECTOR
SUDANESE/KUWAITI PACKAGING COMPANY
P.O. BOX 727
KHARTOUM, SUDAN
TELEX: SUDANPACK 409

4. SUBJECT APPROPRIATE RESPONSE ISA PREPARED VISIT US TO WORK OUT FURTHER ARRANGEMENTS WITH CONCERNED FIRMS.
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